

TENNESSEE GENERAL ASSEMBLY
FISCAL REVIEW COMMITTEE



FISCAL MEMORANDUM

SB 31 – HB 222

April 5, 2011

SUMMARY OF AMENDMENT (004521): Deletes the original bill. Authorizes the Department of Transportation (TDOT) to allot space for commercial sponsorship on the exterior of incidence response HELP trucks, except on the front or on the cab of the trucks. Requires all revenue generated from such sponsorship to be deposited in the Highway Fund. Prohibits such sponsorship to include, identify, or promote: alcohol products; tobacco products; adult-oriented establishments; political candidacies, political issue advocacy, or political campaign advertising; or any unlawful conduct or activities. Requires the sponsorship message to include only the name and logo of the sponsor and prohibits the logo from exceeding 400 square inches in size and lettering from exceeding eight inches in height. Requires TDOT to prefer sponsorship by organizations that have a transportation purpose or otherwise promote highway safety.

FISCAL IMPACT OF ORIGINAL BILL:

Increase State Revenue – \$324,000/Highway Fund
Increase State Expenditures – \$50,000/Highway Fund

FISCAL IMPACT OF BILL WITH PROPOSED AMENDMENT:

Unchanged from the original fiscal note.

Assumptions applied to amendment:

- There are 72 incident response HELP trucks operated by TDOT.
- Each HELP truck generates an average of \$6,000 of advertising revenue each year.
- An average of 75 percent of total available advertising space is sold each year.
- The total increase in state revenue is estimated to be \$324,000 [(72 trucks x \$6,000 per year) x 75%].
- According to TDOT, advertising services would be contracted at a cost of approximately \$50,000 per year.

CERTIFICATION:

The information contained herein is true and correct to the best of my knowledge.

A handwritten signature in blue ink, reading "James W. White". The signature is fluid and cursive, with the first name "James" written in a smaller, more compact script than the last name "White".

James W. White, Executive Director

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